

April 28, 2023

To,

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor, Plot No. C-1, Bandra Kurla Complex, Bandra (E), Mumbai – 400051

NSE Symbol: MANYAVAR

To, **BSE Limited**

Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai – 400001

BSE Scrip Code: 543463

Sir / Madam,

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Copy of Investor's Presentation April 2023 of Vedant Fashions Limited ('the Company')

In accordance with Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), please find enclosed a copy of 'Investor Presentation' in connection with the Audited Standalone and Consolidated Financial Results of the Company for the quarter and year ended March 31, 2023.

The aforesaid information is being uploaded on the Company's website (www.vedantfashions.com).

We request you to kindly take the aforesaid information on record and disseminate the same on your respective websites.

Thanking you.

For, Vedant Fashions Limited

NAVIN Digitally signed by NAVIN PAREEK Date: 2023.04.28 18:04:41 +05'30'

Navin Pareek

Company Secretary and Compliance Officer

ICSI Memb. No.: F10672

Encl - As above





















Vedant Fashions Limited

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Introduction to Vedant Fashions

Indian Wedding and Celebration Wear Brands

Headquartered in Kolkata, incorporated in 2002 by Mr. Ravi Modi, Vedant Fashions offers Indian wedding & celebration wear for men, women & kids

Largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT¹ & PAT*. Commands dominant position in conventionally unorganized market

Manyavar brand is category leader in branded Indian wedding & celebration wear market with pan-India presence*

Growing presence in women's Indian wedding & celebration wear with Mohey - Largest brand by number of stores with pan-India presence*









MANTHAN

One-stop destination with wide product portfolio for every celebratory occasion; aspirational yet value-for-money offering

Omni-channel network of EBOs. MBOs, LFS & Online (own website, mobile app & leading lateral e-commerce platforms)

Delivers aristocratic & seamless customer experience via aesthetic franchiseeowned EBOs

Retail footprint (Q4 FY23) of 1.47 mn sq. ft. across India (633 EBOs² in 245 cities & towns in India) and Overseas (16 EBOs in USA, UAE, Canada & U.K.)



What makes Manyavar Special

Aspirational Yet Value for Money



- Aspirational Brand with Aristocratic & seamless customer experience
- Uniform pricing across online & offline channels in India
- No discounts/ end-of-season sales for Manyavar brand
- Multi Decade growth Opportunity for the Category from here

Multi-brand Product Portfolio



- One-stop destination with wide product portfolio for men, women & kids catering to all celebratory occasions across price points
- Low level of obsolete & dead stock
- 52 Week Design collection Model

Strong Control Over Entire Ecosystem



- Strong design capabilities with data-driven/ AI backed decision-making and demand forecasting
- Tech-driven unique supply chain & inventory mgmt. with Automated Replenishment System at pin code level
- Integrated secondary sales network with full visibility of products sold at our stores
- Having First mover advantage, VFL scaled up and organized highly unorganized and fragmented category

Curated Marketing Strategy with Multi Channel Presence



- Emotional connect with theme-based campaigns
- Celebrity brand ambassadors
- Omni-channel network with pan-India presence

Industry Leading Economics



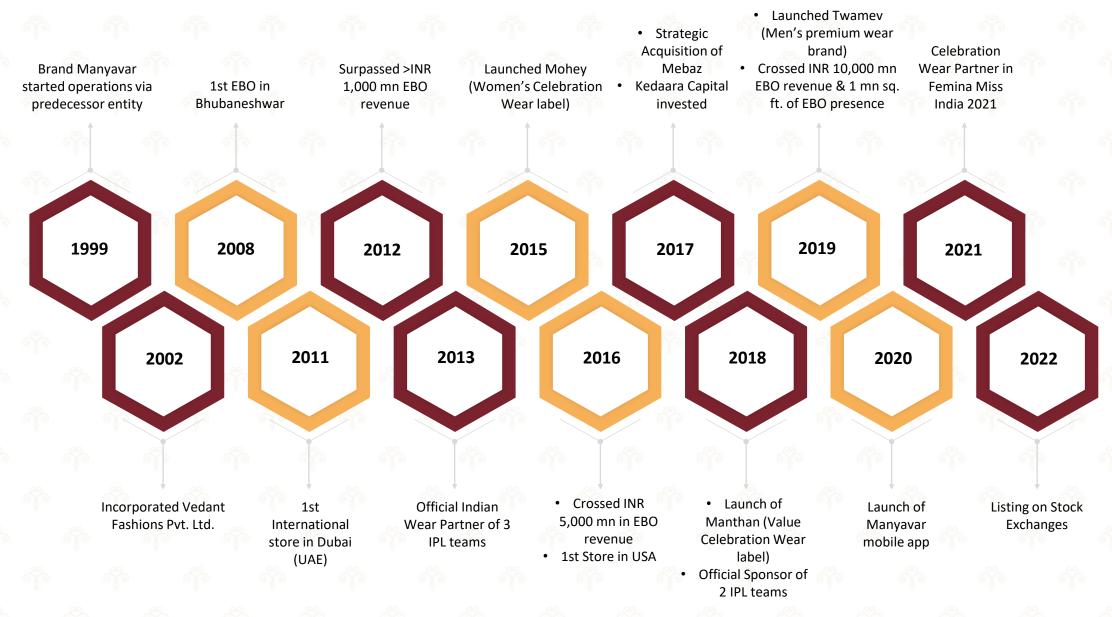
- World Class Financial Matrix in apparel retail being largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT & PAT*
- Asset light & franchisee-led EBO distribution model with high cash conversion ratio
- Leads the peer set in terms of financial & operational metrics

Strong Corporate Governance



- Experienced management with rich functional expertise
- Big 4 statutory auditor coupled with eminent Board of Directors
- Embraces ESG & promotes CSR

Evolution Over the Years





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Key Investment Highlights/Our Strengths

Large & growing Indian wedding & celebration wear market driven by an increased spending on such wear

Market leader in Indian celebration wear market with diversified brand portfolio across value spectrum for entire family

Unique business model combining asset-light brand play along with seamless purchase experience; no end of season sales/ discounts for Manyavar brand

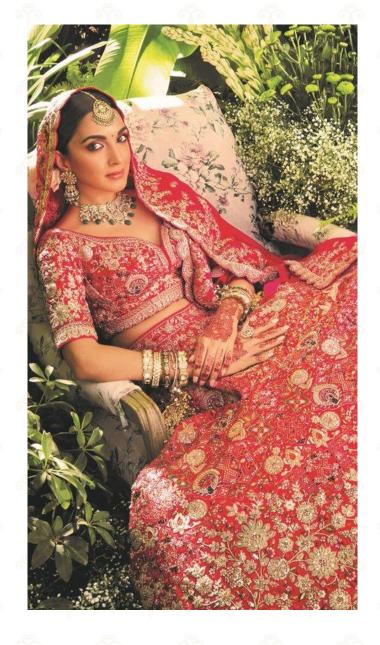
Attractive marketing initiatives of creating connections through emotions

Widespread pan-India multi-channel presence through EBO network with scalable franchisee model Technology-based supply chain network with strong processes in place

Experienced & professional leadership team

Experienced Board of Directors aided by professional partners

Strong growth trajectory with industry leading margins, return metrics & healthy cash generation





Diversified Brand Portfolio Catering to Aspirations of Entire Family

Brands	(Manyavar	(Mohey)	twamev	Mebaz	MANTHAN
Year	1999 ¹	2015	2019	20172	2018 ³
Target Group	Men, Boys	Women	Men	Men, Women, Kids	Men 💮
Price Spectrum	Mid-Premium	Mid-Premium	Premium	Mid-Premium to Premium	Value
Distribution	EBOs, MBOs, LFS, E-commerce	EBOs & E-commerce	EBO's	EBO's	MBOs, LFS, E-commerce
Product Portfolio	 Men: Kurta, Indo-western, Sherwani, jacket, accessories Kids: Kurta set, jacket set, Indo-western, accessories 	LehengaSareeGownAccessories	 Kurta set Sherwani Indo-western Suit Accessories 	 Men: Kurta, Indo-western, Sherwani, Jacket, Suit, Accessories Women: Lehenga, Saree, Suit, Kurti Kids: Lehenga, Gown, Frock, Kurta, Suit, Accessories 	★ Kurta
Key Attributes	 Category leader in branded Indian wedding & celebration wear market with a pan-India presence* Other brands in the category only 1/7th the size of Manyavar No end of season sales or discounts for Manyavar brand 	 Largest brand by number of stores, with pan-India presence focusing women's Indian wedding & celebration wear* Benefit from Manyavar's leadership position & pan-India EBO footprint Celebrity brand ambassador & campaigns like "#Dulhan wali feeling" 	 Upscale consumer experience Cross-sell premium offering to Manyavar customers Priced between Manyavar & luxury boutique brands 	 South India focused regional brand; strong presence in AP & Telangana One-stop shop for ethnic celebration need of entire family Rich heritage brand with strong legacy 	 Large blend of product designs at value prices Aims to cater to sizable number of mid-market weddings & other celebrations



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Our Growth Strategy



Retail Expansion within and outside India



Up-selling and cross-selling initiatives



Enhancement of brand appeal through targeted marketing initiatives



Significant potential and space for growth of our emerging brands



Disciplined approach towards acquisitions









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Company key Performance Highlights

Revenue from Operations (Y-o-Y Growth) Q4: 15.3 % FY: 30.2 %

Gross Margin % Q4: 66.0 % FY: 67.4 %

EBITDA Margin % Q4: 50.2 % FY: 50.1 %

PAT Margin % Q4: 31.9 % FY: 31.7%

PAT (Y-o-Y Growth) Q4: 22.7 % FY: 36.3 %

- Company expanded its retail footprint presence by adding ~75 k sq. ft. retail area in Q4FY23 and 2.04 lacs sq. ft. retail area in FY23, with total retail presence of 1.47 mn sq. ft. as of Mar 2023; Company also expanded its international presence with new stores in London (UK) and Canada in Q4 FY23, and has presence in 4 International Countries (USA, UAE, Canada and UK);
- Company recorded retail growth (Sale of our Customers) of 26.3% in FY23 as compared to FY22, and retail growth (Sale of our Customers) of 47.1% in FY23 over FY20;
- Company recorded retail growth (Sale of our Customers) of 21.2% in Q4 FY23 as compared to Q4 FY22, and retail growth (Sale of our Customers) of 45.8% in Q4 FY23 over Q4 FY20;
- Company recorded SSSG growth of 14% in Q4 FY23 compared to Q4 FY22, and SSSG growth of 16.2% in Q4 FY23 over Q4 FY20;
- Company recorded SSSG growth of 18.1% in FY23 compared to FY22, and SSSG growth of 17.6% in FY23 over FY20;
- Company has achieved ROCE of 95.3% in FY23 and cash conversion ratio (Operating cash flow over PAT) of 105% in Q4 of FY23, and 83% in FY23



Wide Pan-India Reach and Presence including International Markets

Presence (As of FY23)

1.47 mn Sq. ft.

EBO's Area*

(Including 36K area of Intl. Stores in 4 Countries)

649

EBO's* (Including 16 Intl. EBO's)

245

Cities and towns in India

Net Rollout (Q4 FY23)

75 k Sq. ft.

EBO's Area (Including 5k area of Intl. EBO's)

9

EBO's (Including 2 Intl. EBO's)

Net Rollout (FY23)

204 k Sq. ft.

EBO's Area (Including 11.4k area of Intl. EBO's)

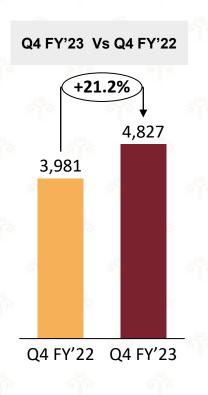
54

EBO's (Including 4 Intl. EBO's)

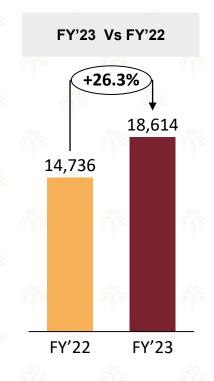




Retail Performance Vs FY23 (Sale of our Customers¹) across Channels



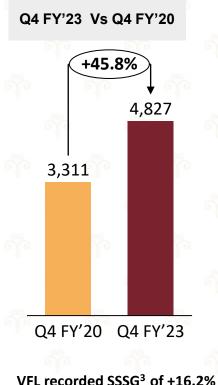


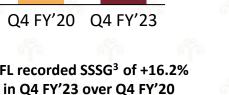


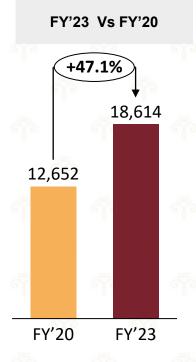
VFL recorded SSSG² of +18.1%

over FY'22

Retail Performance Vs FY20 (Sale of our Customers¹) across Channels







VFL recorded SSSG³ of +17.6% over FY'20

Key Financial Highlights (Consolidated)

INR in mn





Note: (1) Gross Profit = Revenue from Operations - Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods & Work-in-progress + Purchase of stock-in-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) Note for EBITDA = PBT + Finance cost + Depreciation - Interest Income on fixed deposits, bonds & debentures - Dividend Income - Profit on sale of investments - Profit on fair valuation of investments carried at FVTPL

Profit and Loss Statement Q4 and FY23 (Consolidated)

			Quarter ended		Year ended	Year ended		
	Particulars Particulars	Mar 31, 2023	Dec 31, 2022	Mar 31, 2022	31-Mar-23	31-Mar-22		
		(Unaudited)	(Unaudited)	(Unaudited)	(Audited)	(Audited)		
Sr.no	Income:	95 69	<i>2</i> 2	.02	2 69			
I	Revenue from operations	3,416	4,414	2,963	13,549	10,408		
	Other income	134	100	111	402	499		
III	Total income (I+II)	3,551	4,514	3,074	13,952	10,908		
IV	Expenses:	56 69	6% 6%	6%	2 82			
	Cost of materials consumed	V	Ü	V	0			
	- Raw materials	306	385	380	1,436	~ 1,152		
	- Accessories & packing materials	45	52	55	191	176		
	Purchases of stock-in-trade	566	721	532	2,281	1,706		
	Changes in inventories of finished goods, stock-in-trade and work-in-progress	47	16	(224)	(389)	(366)		
	Employee benefits expense	148	153	166	566	575		
	Finance costs	84	75	86	315	284		
	Depreciation and amortisation expense	274	251	269	1,038	944		
	Other expenses	625	843	613	2,755	2,206		
	Total expenses	2,096	2,495	1,878	8,193	6,678		
		0)_ 0)_	.00		2 (2)			
V	Profit before tax (III-IV)	1,455	2,019	1,196	5,758	4,230		
			<u></u>	02 02	(9)			
VI	Tax expense/(credit):				000			
	- Current tax	348	511	308	1,445	1,057		
	- Deferred tax charge/(credit)	18	5	1	23	24		
VII	Profit for the period / year (V-VI)	1,089	1,504	887	4,291	3,149		



Consolidated Balance Sheet

INR mn	786	1000	1000	7 (40.1)	1000			M	As a arch 31	
Assets										
Non-current assets										
Fixed Assets (Tangible and Intangible	les)									2,416
Right-of-use assets										2,791
Capital work-in-progress										20
Investments										1,694
Other non-current assets										1,362
Total non-current assets										8,282
Current assets										
Inventories										1,736
Trade receivables										4,734
Investments including Cash and ban	k Balance									6,277
Other current assets										630
Assets held for sale										GY0 -
Total current assets										13,378
Total assets										21,660
Equity and Liabilities										
Equity										
Equity share capital										243
Other equity										13,756
Total equity										13,999
Non-current liabilities										
Lease liabilities										1,958
Deposits										1,064
Deferred tax liabilities (net)										197
Other Liabilities & Provisions										475
Total non-current liabilities										3,695
Current liabilities										
Lease liabilities										975
Trade payables										859
Other current liabilities										2,132
Total current liabilities										3,967
Total equity and liabilities										21,660

IV	As at larch 31, 2023	As at March 31, 2022				
	2,416	2,480				
	2,791	2,667				
	20	유 -				
	1,694	1,003				
	1,362	1,207				
	8,282	7,358				
	1,736	1,430				
	4,734	3,967				
	6,277	4,160				
	630	770				
	GYO -	13				
	13,378	10,340				
	21,660	17,698				
	243	243				
	13,756	10,585				
	13,999	10,827				
	1,958	1,934				
	1,064	912				
	197	168				
	475	423				
	3,695	3,438				
	975	853				
	859	730				
	2,132	1,849				
	3,967	3,432				
	21,660	17,698				



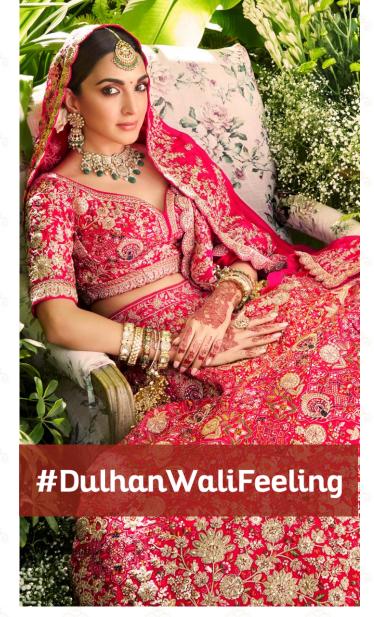
Consolidated Cash Flow

INR mn	Year ended 31-Mar-23	Year ended 31-Mar-22
Cash flow from operating activities		
Profit before tax	5,758	4,230
Operating profit before working capital changes	6,739	5,050
Movement in working capital	(569)	(450)
Cash generated from operations	6,170	4,600
Net income tax (paid)	(1,472)	(1,090)
Net cash from operating activities	4,698	3,510
Cash flow from investing activities		
Purchase of property, plant and equipments, capital work in progress & intangible assets (including capital advances)	(45)	(23)
Proceeds from sale of property, plant and equipments & intangible assets (including advance received)	101	132
Net proceeds from sales / (purchase) of investments	(2,492)	37
Interest and dividend income and other items	116	418
Net cash from/ (used) in investing activities	(2,319)	565
Cash flow from financing activities		
Payment of Lease Liability	(1,115)	(834)
Buy back of shares	~ ~	(3,313)
Dividend paid	(1,214)	-
Interest paid other than lease & other items	(3)	(4)
Proceeds from fresh equity shares issuance against vested ESOPs in Holding Company	15	47
Net cash used in financing activities	(2,318)	(4,105)
Net increase / (decrease) in Cash and cash equivalents	61	(30)
Cash and cash equivalents at the beginning of the period	36	66
Cash and cash equivalents at the end of the period	97	36



Marketing Campaign







Marketing Initiatives

Marketing Initiatives

Commonwealth Games Official Indian Style Partner

Digital integration with TVF



You've earned respect for our nation.



TV- News Channel & T20 World Cup Deal















Perimeter Branding Cricket Deal Ind Vs Aus & Ind Vs SA





Theme- based Marketing Ad Campaigns

Wedding

Taiyaar Hokar Aaiye





Festival

Rakhi - Brocode





Diwali - Taiyaar Hokar Aaiye

Dulhan Wali Feeling

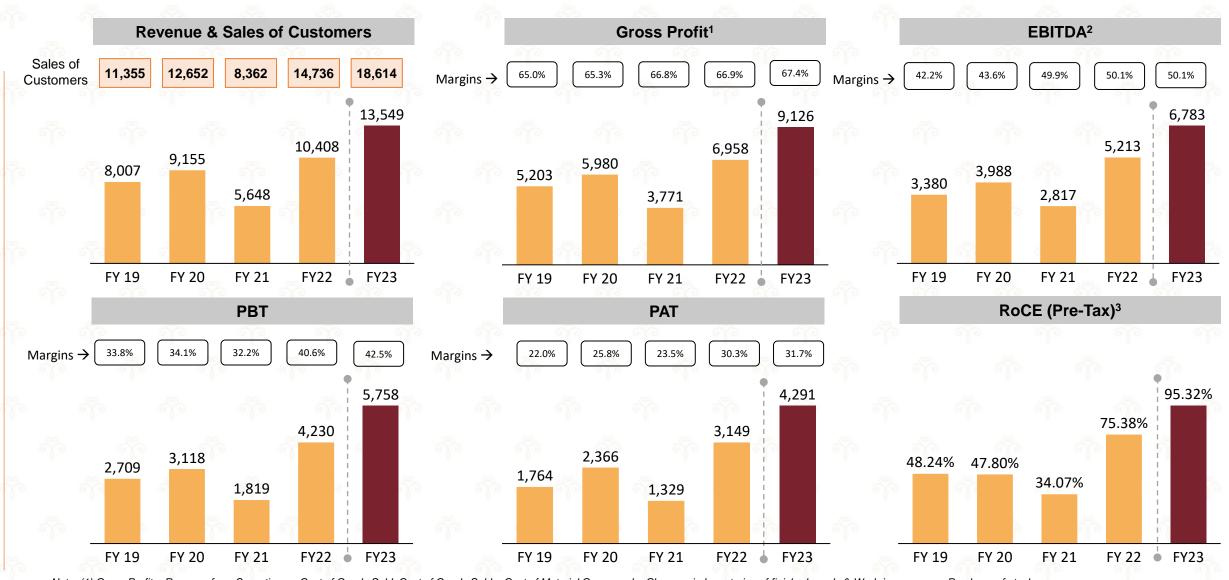
Launch of New Brand Ambassador Kiara Advani





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Q4 & FY23 Key Highlights, Update and Financial	T 14 T
Performance 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	
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Long Track Record of Strong Growth Trajectory





Note: (1) Gross Profit = Revenue from Operations - Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods & Work-in-progress + Purchase of stockin-trade + Job Charges; Gross Margin = Gross Profit - Revenue from Operations (2) EBITDA = PAT + Finance costs + Total tax expense + Depreciation - Other finance income (3) ROCE = Numerator = PBT + Finance cost – (Interest income on fixed deposits, debentures + Profit on sale of investments + Profit on fair valuation of investments carried at FVTPL + Dividend income from mutual funds) Denominator = Net worth – (Current investment + Non current investment + Other bank balance)

Awards and Accolades



"Entrepreneur Of The Year"

Consumer Products and Retail

ΕY

"India Retail Champions Award" Apparel & Lifestyle category



"Dream Employer of the Year" **World HRD Congress**

"The Best of Bharat" Awards **E4M Pride of India**

"Most Admired Fashion Brand of the vear: Men's Indianwear" **Images Fashion Award**



"Most Admired Retailer of the year Marketing and Advertising campaign" Mapic India

"Best Employer Branding Award" **World HRD Congress and Stars Group**



"Men's Indianwear" **Images Excellence Award**

"Retail Marketing Campaign of the Year #TaiyaarHokarAaiye" **ET Now**

"Excellence in Business Performance -Turnover between INR 300 Crore and 1.000 Crore" **ET Bengal Corporate Award**



"Transformational Contribution to Indian Apparel and Retail Industry"

Ministry of Textiles and the Clothing **Manufacturers Association of India**

Times Business Award for "Best Men's Ethnic Wear Brand (East)" Times Group

"Retail Marketing Campaign of the Year" **ET Now**



"Most Admired Retailer of the Year Marketing & Promotions Campaign" **Images Retail Award**



"Most Admired Fashion Brand of the year: Men's Indian Wear" **Images Fashion Award**



"National Retailer of the Year" 4th Annual Indian Retail & Indian eRetail **Awards**

"Excellence in Supply Chain Management & Fulfillment" **Images Retail Tech Award**

"Highest Job Creator - above INR 300 crore to INR 1000 crore" **ET Bengal Corporate Award**



"Fastest Growing Company-maximum turnover INR 300 crore" **ET Bengal Corporate Award**

"Pioneer in Ethnic Retail Business" **ABP News**



"Iconic Men's Ethnic Brand" **Central Icons**



"Best Men's Ethnic Wear Brand" Central Icons



Glossary

Term	Description
Company	Vedant Fashions Limited
Crisil Report	The report titled "Assessment of the apparel industry with a special focus on Indian wedding and celebration wear market in India" dated Sep-2021 as updated by the addendum dated December 2021 prepared by CRISIL
ЕВО	Exclusive brand outlets of a brand or company
ERP	Enterprise resource planning system
Indian wedding & celebration wear	Apparel worn on special occasions such as weddings; close-knit family functions like puja, house warming, etc.; festivals such as Diwali, Eid, Holi and Rakshabandhan; and other events such as Independence Day and Republic Day
Indo-western	Combination of traditional Indian ethnic apparel & western wear
LFS	Large format stores
МВО	Multi-brand outlets
Men's ethnic wear or apparel	Apparel including Kurtas, Indo-westerns, Sherwanis, jackets & other accessories
OPBDIT	Operating profit before depreciation, interest & tax
Ready-to-wear	Apparel made for general market & sold through shops rather than made to order for an individual customer
RSP	Retail selling price
Sales of Customers	Includes sales of products of Company's brands (a) made by Company's EBOs, LFSs & online channel customers, & (b) made by Company to MBOs (including shop-in-shops) & certain lateral e-commerce platforms customers at RSP
SIS (Shop-in-shops)	An arrangement where a separate retail space is allocated in stores for retailing Company's products
Women's ethnic wear or apparel	Apparel such as lehengas, sarees & stitched suits



Thank You

Company:



Vedant Fashions Limited CIN: L51311WB2002PLC094677

Investor Relations Team

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